



Light up Cultural Spaces

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Communicating Heritage – Berlin, The Influence of Street Style and Culture on Fashion and its Integration Into Marketing Strategies of Fashion Companies

The bachelor thesis of Vincent Zimmer deals with the analysis of fashion and culture related developments in Berlin. In coherence to the analysis Zimmer examines the potential of German fashion for the marketing of products, which are supposed to be more than just garments, but mediators of a higher cultural meaning. Moreover, a modern concept of communicating heritage for German fashion companies was created within the frame of analysing German history about the Bauhaus and Design Languages defined by designers like Jil Sander and Dieter Rams. Music culture, art culture, skate culture – all artistic phenomena seem to have an influence on current fashion. Artefacts which appeared incompatible in the past, nowadays work well together. People are as interested in art as they are in high-fashion, sneakers and valuable sportswear. Fashion designers and people from different creative directions gather in major metropolises. Berlin is a metropolis with a vast impact, where many passionate people work in the creative industry. In recent years the way of dressing of this heterogenic group developed into street style. Making use of this phenomenon, fashion is more than just an aesthetic question, it becomes capable of telling a story and showing the humans identity. At the same time the divergent developments of Berlin can be applied to modern benchmarking of German fashion in Europe – at the same time: shaping a new German Fashion Heritage.



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